

## 1<sup>st</sup> Resource Win-Loss Analysis Benchmark Insights

These insights are based on 1<sup>st</sup> Resource's 25+ years of experience conducting thousands of Win-Loss interviews across multiple industries.

### Marketing & Sales Alignment

- Sales enablement works; B2B companies with aligned marketing and sales strategies clearly convey that alignment to the client
- Continued marketing involvement in the buyer's consideration phase is often pivotal
- In looking at losses, it's important to be honest about the level of qualification that was assumed and codified in the CRM

### Customer Journey

- Ubiquitous content on every solution set enables the buyer to be well informed early in their journey
- Accessing that content allows every vendor/solution provider to redefine the problem and the ideal solution, leading to confusion, at best, and at worst, loss of control of the narrative
- Sales teams often misread MQLs, assuming the prospect is further along than they are, and that the prospect is drinking their flavor of Kool-Aid
- Buyers "go-to-school" on competitors' talk tracks and often re-define the problem and ideal solution mid-stream through their journey
- The principal champion or decision maker at the buying company often fails to communicate changing perceptions regarding the ideal solution and falsely provides reassurance that nothing has changed
- Generally, ABM-generated opportunities far outpace demand-gen opportunities in terms of validity of qualification
- We like to think of the customer journey as moving smoothly down a path; the reality is often more like a pinball ricocheting frenetically between pop-bumpers
- Although random unpredictable factors or influencers can sway a decision, most buying situations can be managed in a way that optimizes success across qualified opportunities

## Customer Decision Dynamics

- Team decision making on the buying side makes the marketing and sales challenge harder
- Demos are important but finalist presentations are critical
- References must provide validating stories, but also the reference list should be those that had a highly positive go-live
- Democratization of the decision process is the rule, rather than the exception, in enterprise companies, with unexpected surprises as to who holds influence in the decision

## Effective Mining of Voice-of-Customer Decision Factors and Perceptions

- Customers and prospects want to tell their story, but in a safe space

## Sales Execution is Critical

- Delivery of answers and other promised 'sales cycle deliverables' turn out to be pivotal in the prospect's evaluation of the selling entity

## Importance of Wins

- Wins are a template for successful marketing and sales targeting and execution
- Wins provide deep insight re: pricing power
- Wins support and provide feedback for positioning